

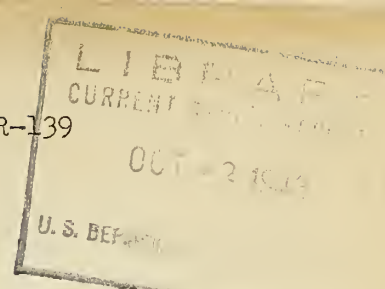
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CONSUMER TIME

MOON CONTROL IN WARTIME

NET ORK: NBC

DATE: April 10, 1943

ORIGIN: WRC

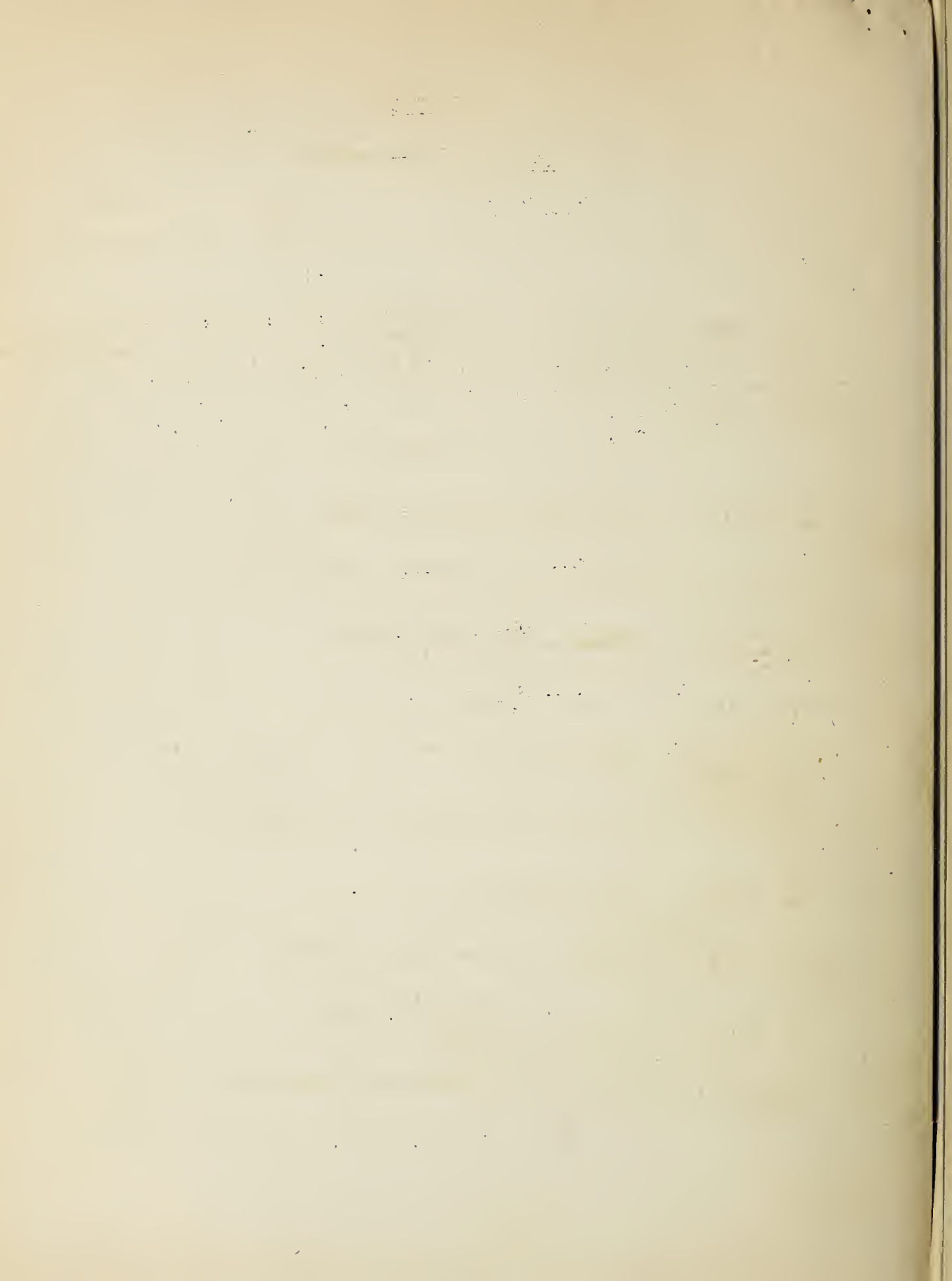
TIME: 12:15-12:30 PM-EST

(Produced by the Food Distribution Administration of the Department of Agriculture, this script copy is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

oooOooo

1. SOUND: CASH REGISTER...RINGS TWICE...
2. MAN: (SIMPLY) This is CONSUMER TIME.
3. SOUND: MONEY IN TILL...CLOSE DRAWER.
4. WOMAN: That's your money buying food.
5. SOUND: CASH REGISTER.
6. MAN: That's your money paying for a home.
7. SOUND: CASH REGISTER.
8. WOMAN: That's your money buying clothes.
9. MAN: Buying you a living in wartime.
10. SOUND: CASH REGISTER...CLOSE DRAWER...PAUSE.

(over)



VOICE:

And now...the Consumer News of the week...interpreted  
by your consumer reporter, Johnny Smith....

JOHN:

The war orders straight from Washington...

VOICE:

(ON FILTER) Food Distribution Administration limits the  
amount of honey to be used in the manufacture of food products.

JOHN:

That's to prevent the diversion of honey from customary  
channels, and protect the supply for household and restaurant  
use. ~~The order also will make needed amounts constantly  
available for war purposes.~~

VOICE:

(ON FILTER) Sugar for home canning will be ration-free  
this year.

JOHN:

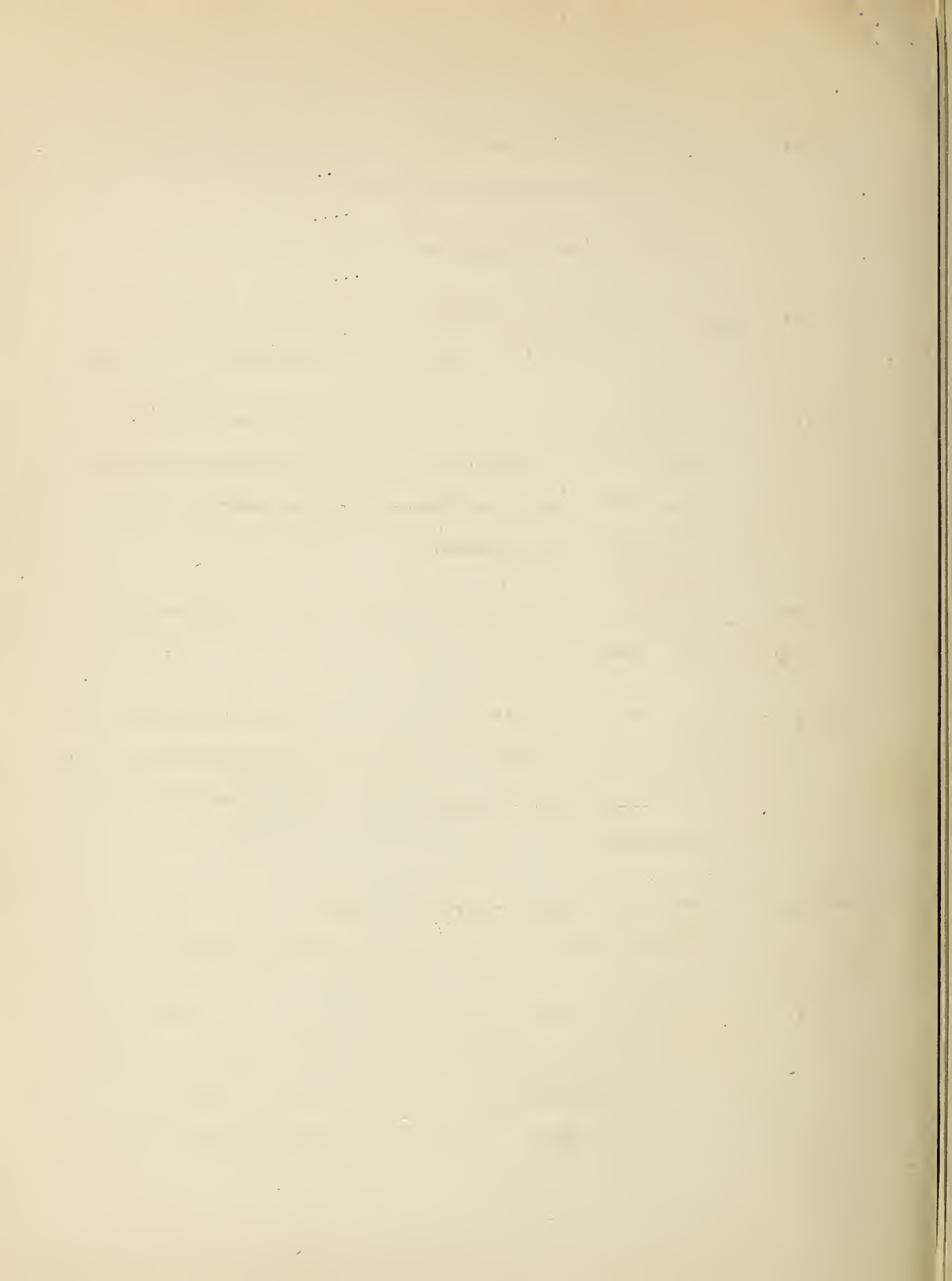
That means you won't have to give up any of your precious ration  
stamps for the extra sugar you'll need for home-canning. ~~The  
procedure for getting sugar will probably be about the same as  
last year.~~

VOICE:

(ON FILTER) <sup>1943</sup> Dollars-and-cents maximum prices per dozen cans  
for snap beans established at approximately 1942 levels.

JOHN:

That means there ~~should~~ be no increase in the price of canned  
snap beans in your corner grocery. The Department of Agriculture  
~~program which~~ <sup>will</sup> absorb <sup>the</sup> increase in the <sup>which the farmer receives</sup> farmer's price for beans.  
<sup>hold</sup> ~~on canned snap beans to last~~  
<sup>This</sup> makes it possible to ~~maintain~~ <sup>hold</sup> 1943 prices at the packer levels,  
<sup>year.</sup>



13. JOHN: And that's all the news today for consumers. But here's a bit of news from consumers ---

14. JOHN: Women in the Bundles-for-America workrooms are making <sup>usable</sup> ~~clothes~~ <sup>and bed sheets and other</sup> ~~blouses~~ <sup>material for</sup> out of old window curtains - leather jackets from <sup>around the</sup> ~~house~~ old pocketbooks - seventeen pair of children's panties out of one old torn bedsheet.

15. FREYMAN: ~~Seventeen pairs!~~

16. JOHN: ~~Sounds like a lot - doesn't it, Mrs. Freyman? But that just goes to show what you consumers can do to conserve material when you get going.~~

17. FREYMAN: Well, is material so scarce, Johnny, that we have to use curtains and bedsheets for clothing?

18. JOHN: <sup>No,</sup> ~~Well, maybe not,~~ but we ought to take the best possible care of the clothes we have. Protect them from their enemies?

19. FREYMAN: What enemies?

20. JOHN: Don't tell me you've never met the enemies of clothing!

21. FREYMAN: Depends on what you mean.





22. JOHN: Well, there must be some of them around here somewhere.  
They're never far away. (RAISING VOICE) Hey, you guys -  
how about stepping up to the microphone and introducing  
yourself ---

23. TEAR: *Falls* (A RASPY VOICE FADING IN) I'm Tear. I rub holes into the  
heels of your stockings when you let your shoes get run down.  
~~And I'll fray the edge of your husband's trousers - where~~  
~~the cuffs used to be - and the neck of his shirt, and I'll~~  
~~rub the elbows out of your sweaters, and ---~~

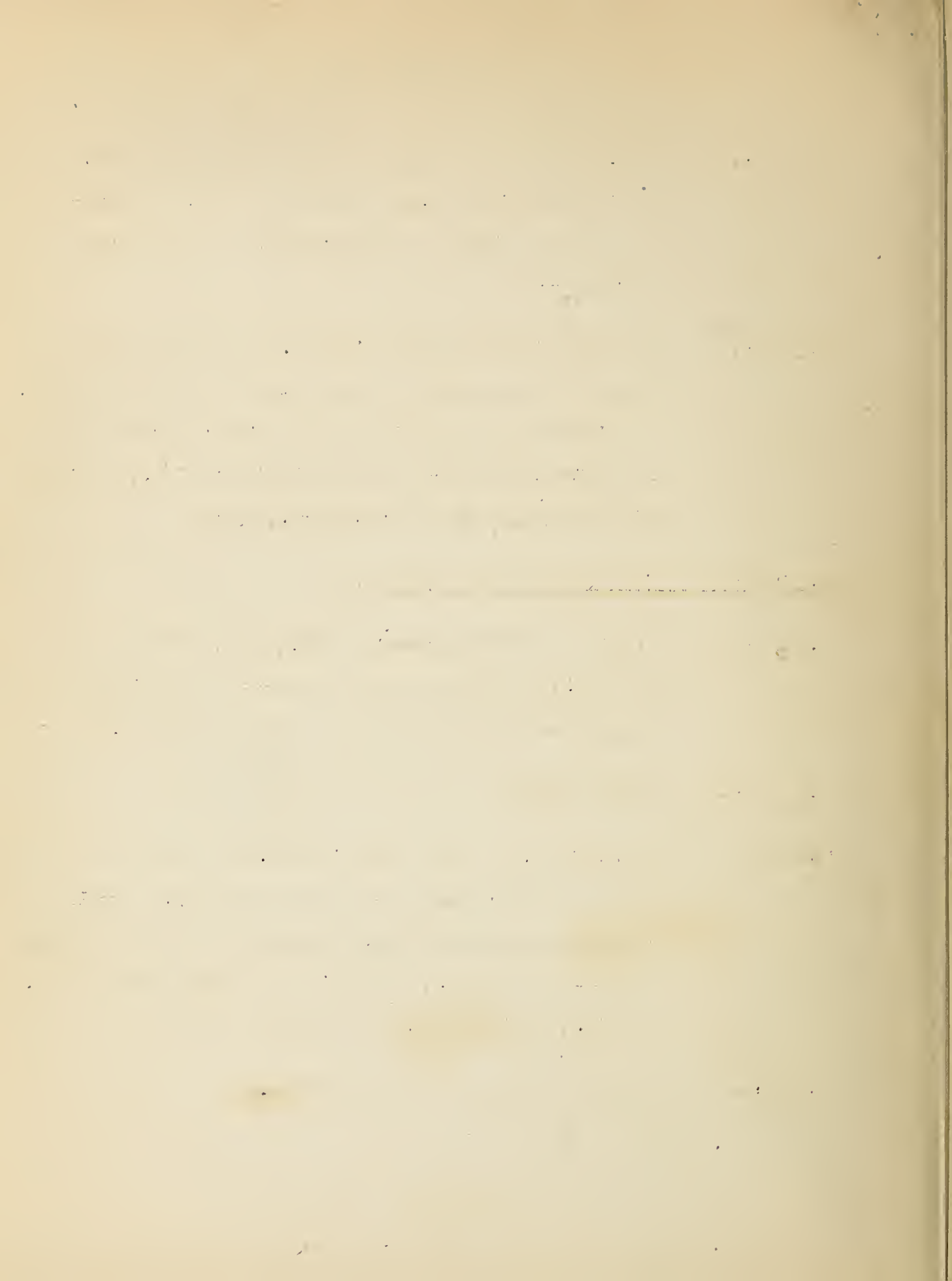
24. SOUND: LOUD RIP OF CLOTH, FADING IN.

25. TEAR: (FADING IN WITH IT) Rrrrrp! (HIGH, CHIPPED VOICE)  
I'm tear! I pull your clothes apart - ~~and make little~~  
~~three-corned windows right where they show the most.~~

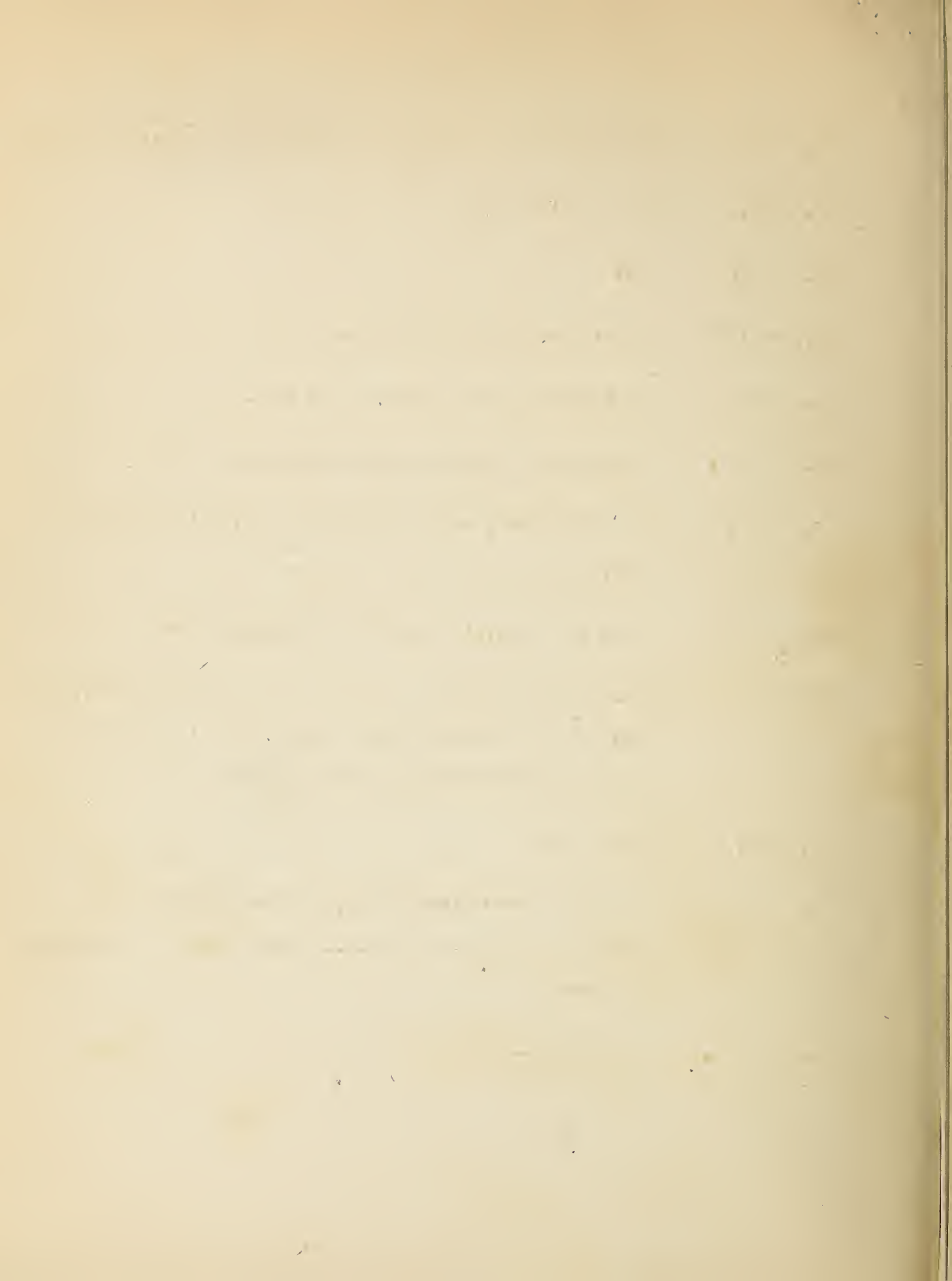
26. SOUND: RIP OF CLOTH.

27. DIRT: (DEEP, THICK, SLUDGY VOICE) I'm Dirt. ~~I spread a gray~~  
~~film over your clothes to make them look dingy. Then I~~  
~~creep in between the fibers, leaving tiny gritty stones that~~  
~~help tear do his job.~~ If there's any dirty work to be done,  
I do it. (A villainous, nasty laugh, fading)

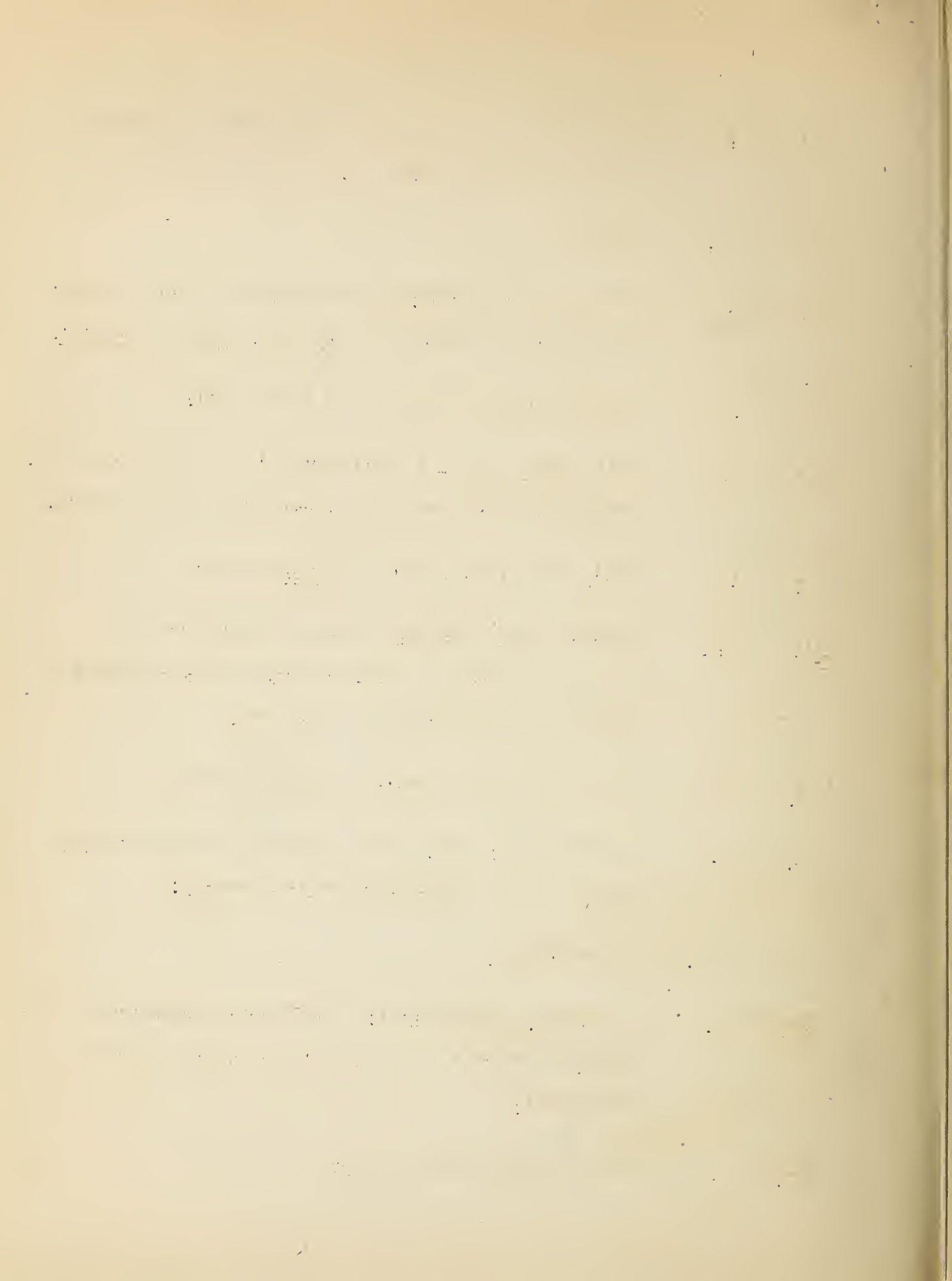
28. JOHN: And those are the enemies of clothing.



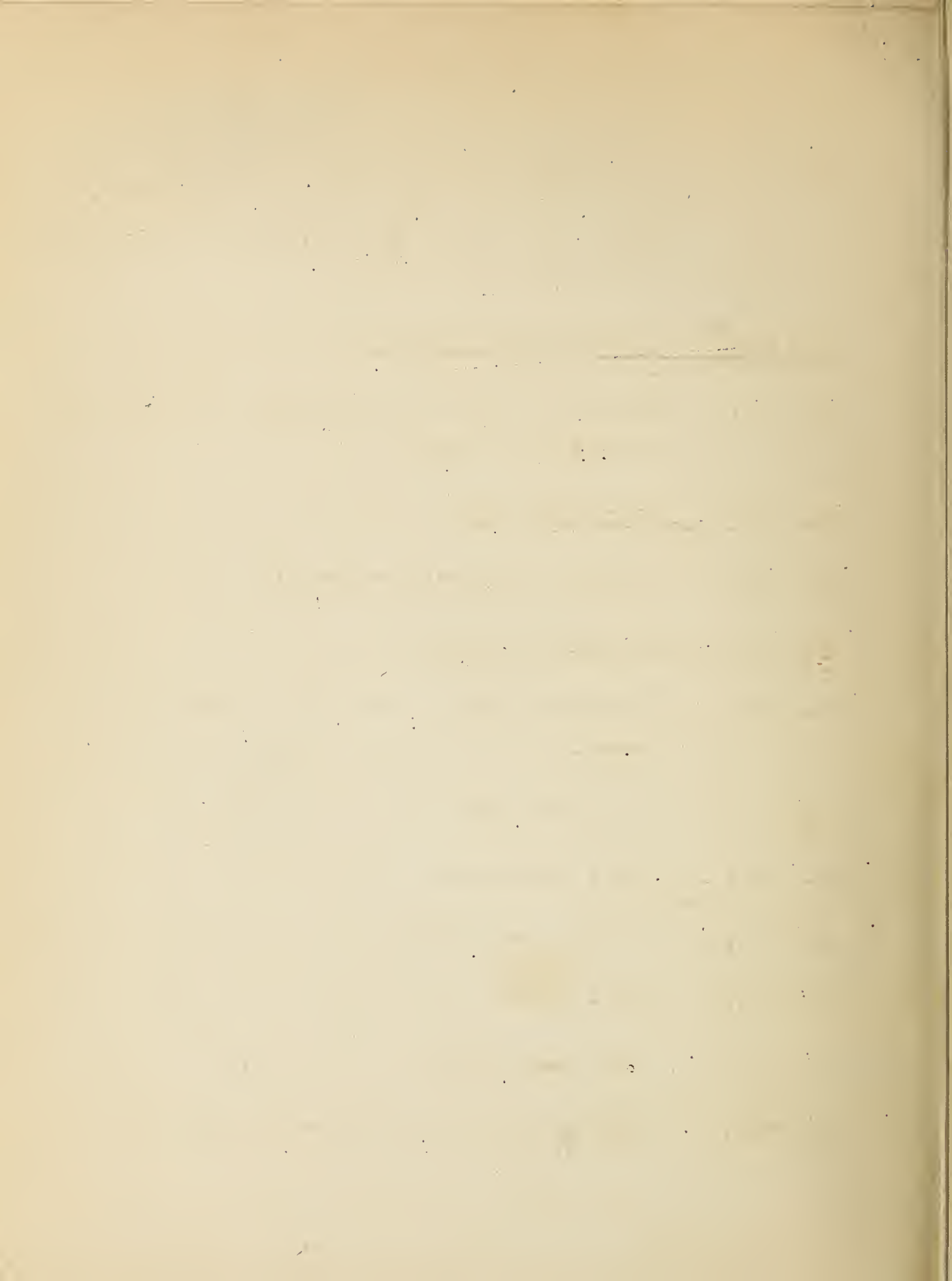
29. WOOLY: (TINY HIGH VOICE, SLIGHTLY OFF MIKE) Hey - don't forget me!
30. JOHN: Huh? Who's that?
31. WOOLY: Me.!
32. JOHN: I don't see anybody. Where are you?
33. WOOLY: Right here - on the lapel of your suit.
34. FREEMAN: Why, Johnny - it must be this little white worm.
35. WOOLY: (INDEGNANT) Hey, lady - I ain't no worm! I'm Wooly the Moth.
36. FREEMAN: Wooly the Moth...! You don't look like a moth.
37. WOOLY: Huh! That just shows how much you know about it. Why, I --  
Hey, Buddy - would you move your shoulder closer to the  
mike - so I don't have to yell so loud?
38. JOHN: How's this?
39. WOOLY: (ON MIKE) That's okay. Well, As I was sayin' - its us  
fellows in the larva stage .... notice, lady - I said larva -  
not worm ---
40. FREEMAN: My mistake ----



41. WOOLY: It's us fellows in the larva stage that do all the work that moths get the credit for.
42. FREEMAN: Really?
43. WOOLY: (PROUDLY) It's a fact! Those old duffers that go flyin' around don't do nothing' but lay eggs. We do the eatin'.
44. JOHN: (ALARMED) Hey - you better get off my suit!
45. WOOLY: Don't worry, Buddy - I can't talk an' eat at the same time. And right now I'm gonna talk - even if I starve to death.
46. JOHN: What's the matter - don't you like my suit?
47. WOOLY: It ain't that. It's just that now - while I've got a microphone in front of me - I'd like to make an appeal to America in behalf of Bundles for Moths.
48. FREEMAN: You mean to say you don't get enough to eat?
49. WOOLY: Enough to eat! Why, I'm the worst - or rather the best example of moth malnutrition in the country!
50. FREEMAN: You don't say!
51. WOOLY: I sure do. A fine thing! With America pushing a Food for Freedom campaign - and I haven't had a square meal in my whole life!
52. JOHN: How does that happen, Wooly?

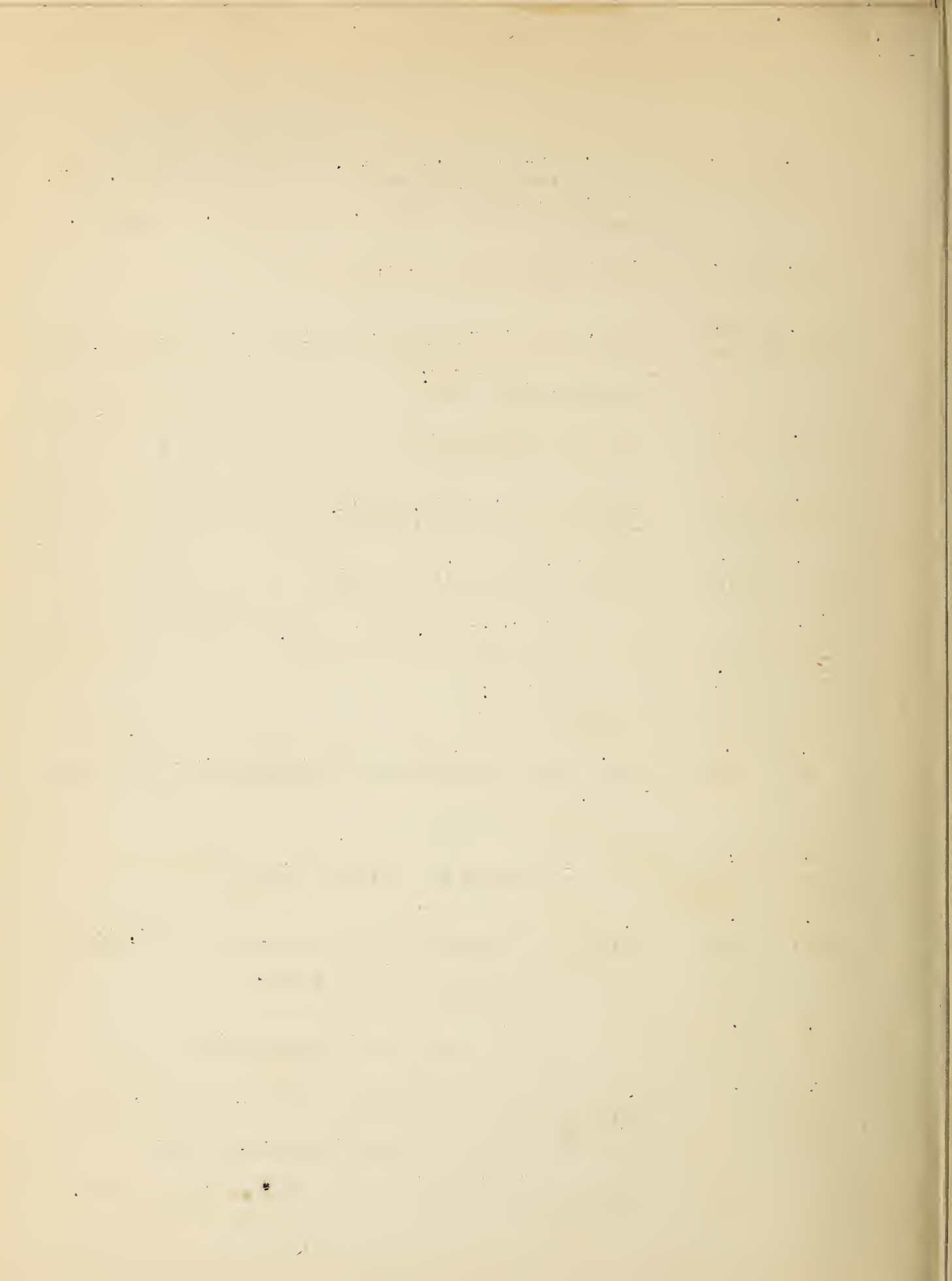


53. WOOLY: Well, it all began with my mother. When she laid the egg that was going to be me, she picked what looked like a nice tender piece of wool to lay it on, but when the time came for me to hatch out ---
54. SOUND: (ON CUE) TAPPING ON EGGSHELL.
55. WOOLY: (GRUNTING, MUFFLED, INSIDE PERSPECTIVE) Hey - let me out of here! ! Let me out!
56. SOUND: SHELL CRACKS A BIT.
57. WOOLY: (CLEARER TONE) That's it - open up!
58. SOUND: SHELL CRACKS FURTHER OPEN.
59. WOOLY: (CLEAR TONE, REVIVED) Whew! That's better! Now I can breathe.
60. FUZZY: (FADING IN) Hello.
61. WOOLY: Hello. Who are you?
62. FUZZY: I'm your sister - Fuzzy.
63. WOOLY: Then who am I?
64. FUZZY: You're Wooly the Moth.
65. WOOLY: Well, why have I got such a big empty feeling inside of me?





66. FUZZY: That's 'cause you're hungry. You want some nice, soft, luscious wool to nibble on. Or some fur, or feathers.
67. WOOLY: Do I? Where can I get it?
68. FUZZY: Well, our mother thought we could get it right here, but she certainly got fooled!
70. WOOLY: Is our mother stupid?
71. FUZZY: Was our mother stupid, stupid.
72. WOOLY: You mean - she isn't any more?
73. FUZZY: No - she isn't at all. She's dead.
74. WOOLY: (APPALLED) Dead!
75. FUZZY: Sure. All moths die two or three weeks after they learn to fly.
76. WOOLY: Will we die after two or three weeks?
77. FUZZY: Oh, no - we may have two or three years to go yet, in the larva stage - before we win our wings.
78. WOOLY: What do we do in these two or three years?
79. FUZZY: Oh, we weave a little house to hide in - so the giants can't see us - then we just eat and eat. That is - we would eat if we could find some wool or fur or feathers.



80. WOOLY: Well, why can't we eat this - right here?

81. FUZZY: You just try sinking your teeth into it once.

82. SOUND: TEETH CRUNCH DOWN ON SOMETHING HARD.

83. WOOLY: Great guns! What is it?

84. FUZZY: <sup>humans</sup> Rayon. ~~It's something the giants invented - and then they~~  
wove it to look like wool.

85. WOOLY: ~~The deceitful wretches! May they singe their souls in a~~  
~~candle flame!~~

86. FUZZY: So that's how mother happened to lay her eggs in this closet.

87. WOOLY: ~~How do you know?~~

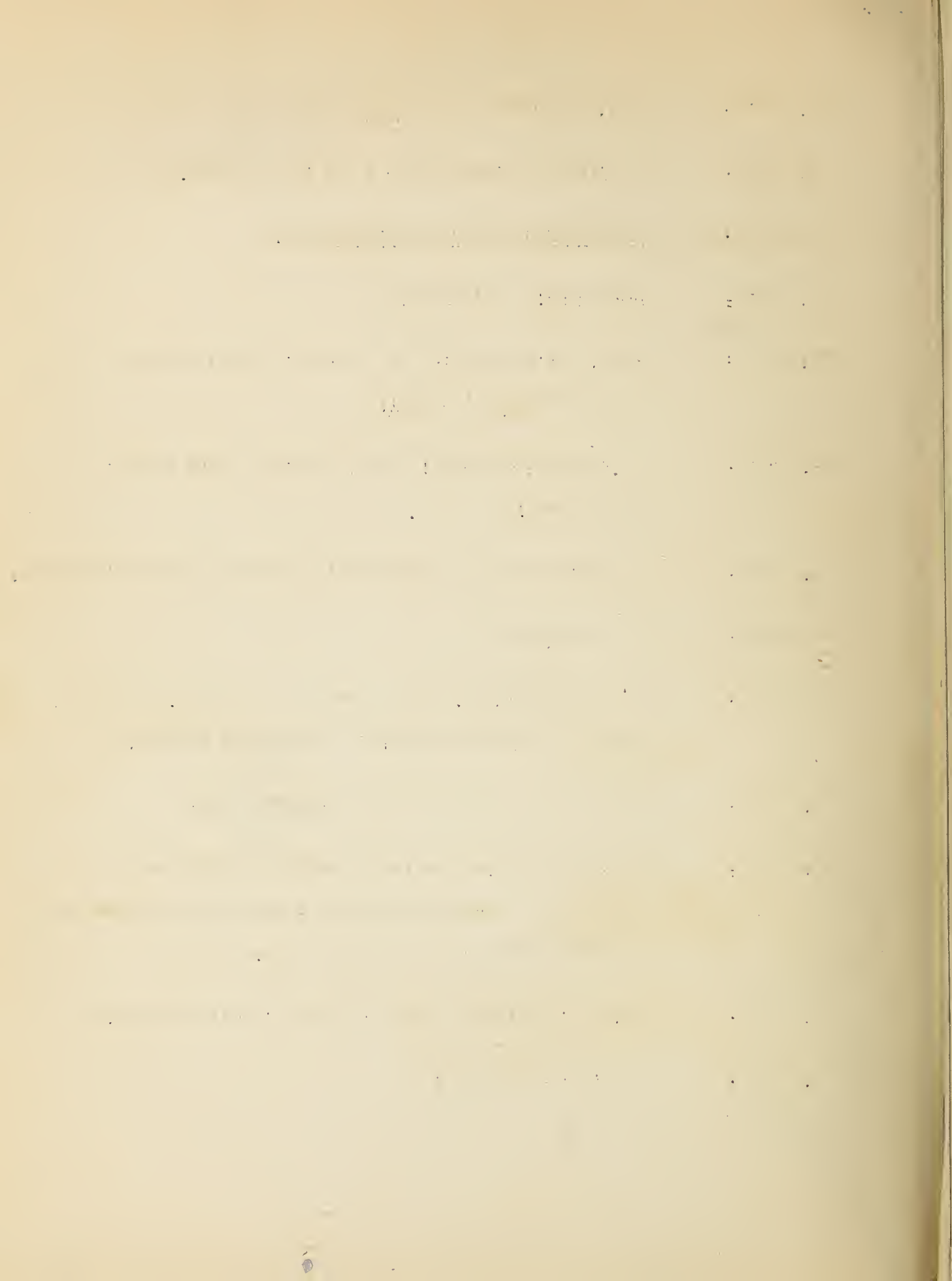
88. FUZZY: <sup>our sister</sup> Billy Roth told me. ~~She's one of our sisters.~~ You know,  
~~we have nearly three hundred brothers and sisters.~~

89. WOOLY: ~~You mean our mother laid three hundred eggs?~~

90. FUZZY: <sup>mother</sup> Yes - and ~~then~~ left us all to <sup>manage</sup> ~~shift~~ for ourselves. And  
all the rest - except you and me - have gone crawling off  
to find some tasty bit of wool or fur.

91. WOOLY: Gee! We'd better go too - before it's all eaten up!

92. FUZZY: All right - let's go!



93. ~~WOOLY & FUZZY:~~ (CHANTING) Oh, I'm (Fuzzy the Moth. I like wool cloth.  
~~(Wooly~~

(FADING) Um-yum! Here I come! Fee, fie, fo, fum!

94. WOOLY: (ON MIKE, ON CUE) So we went crawling along till we came to a great big box, and Fuzzy took a sniff --

95. FUZZY: (SNIFFING) Wooly - I think there's wool in this box!

96. WOOLY: Then let's crawl in.

97. FUZZY: Let's see....Hey - it's all taped up tight!

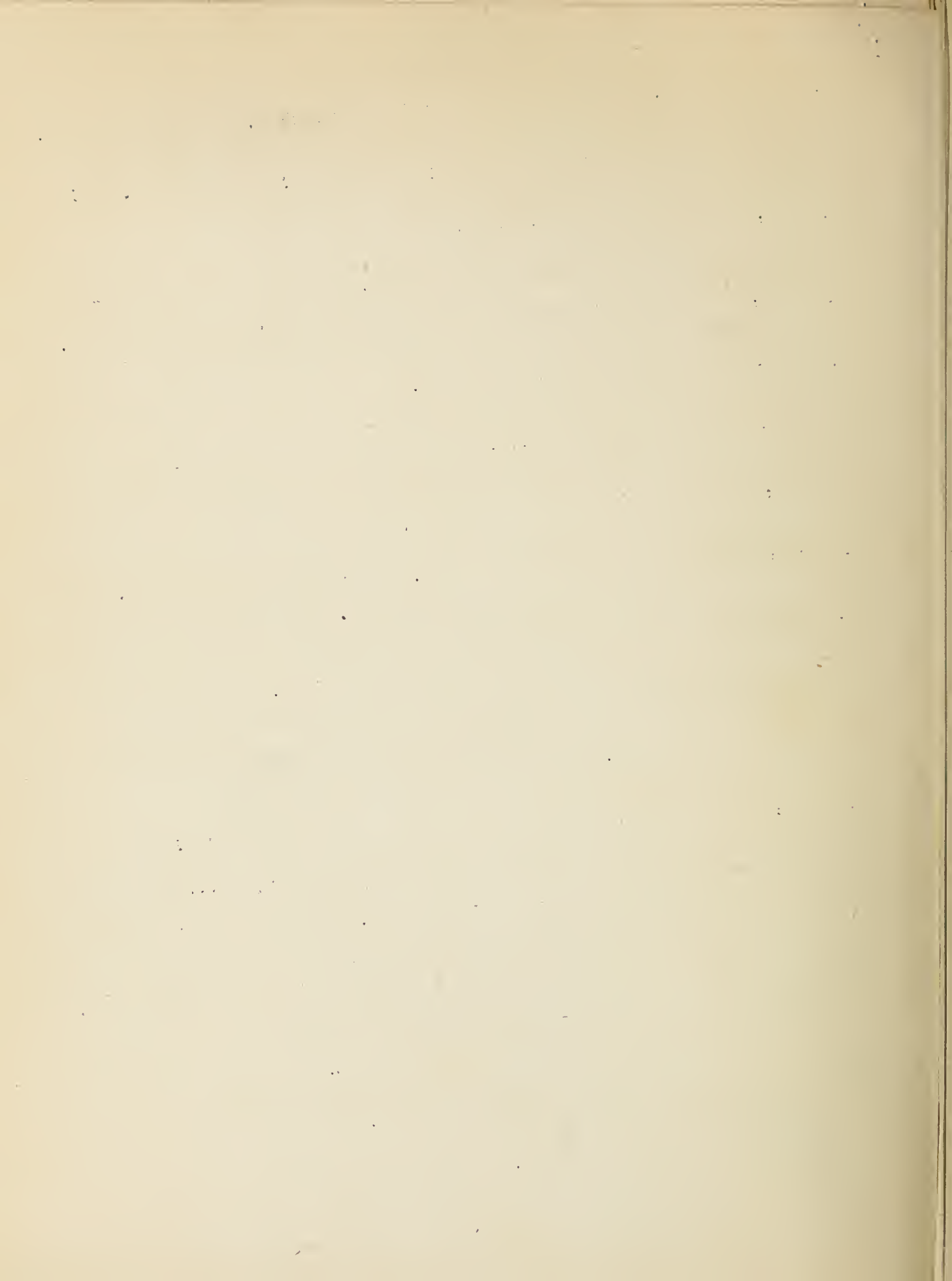
98. ~~WOOLY~~ FUZZY: It is?

99. ~~WOOLY:~~ FUZZY: Tight as an eggshell. Not a crack here anywhere.

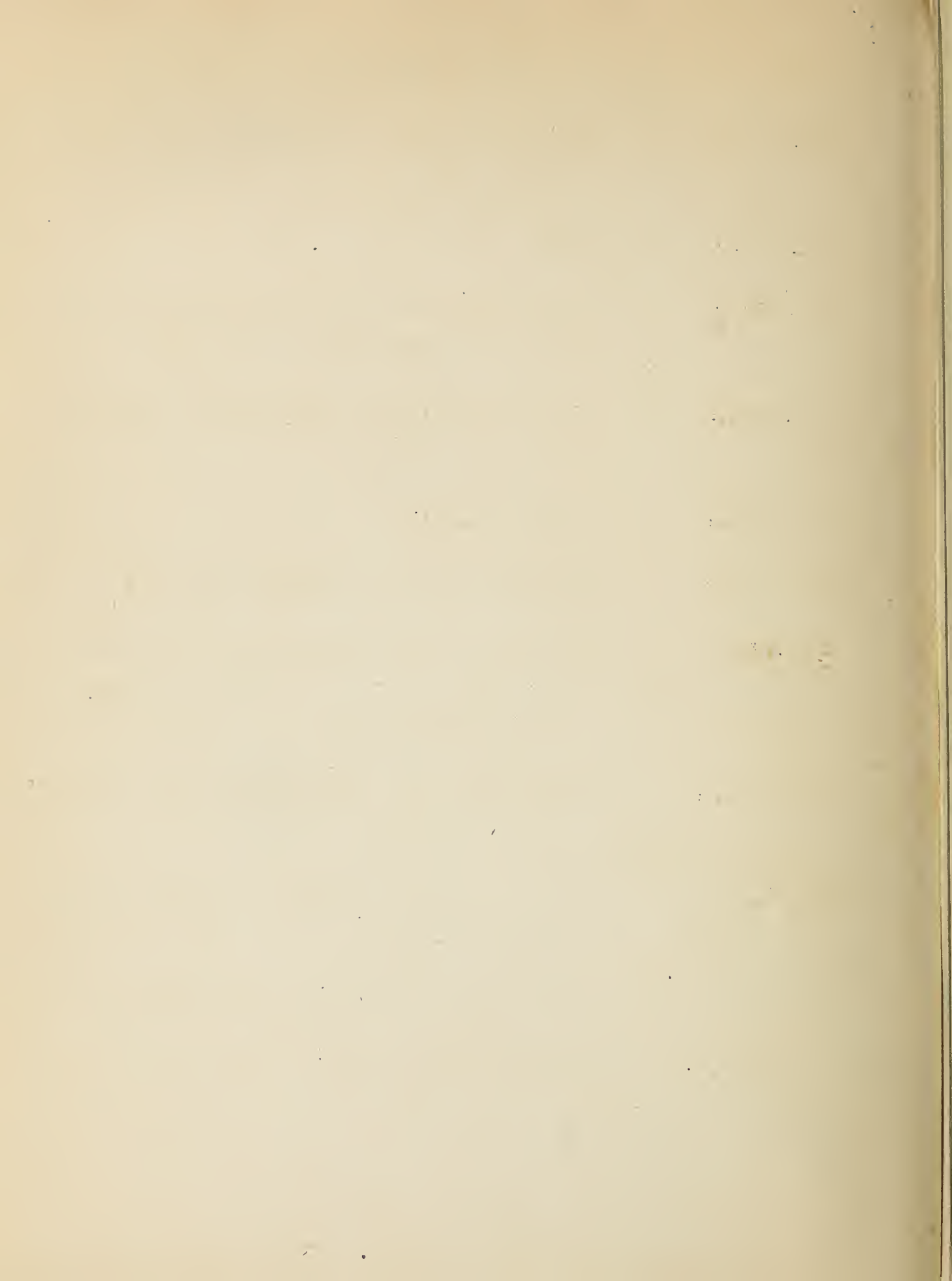
100. ~~FUZZY:~~ Sister Willy warned me we might find things like this - with all the cracks taped up tight. She ~~says some of the giants~~ <sup>humans</sup> do that on purpose - just to keep us moths out.

101. WOOLY: Oh, they do - do they? Well, we'll show 'em!  
 Come on, Fuzzy - we'll find a dinner yet ... (FADING)  
 or my name's not Wooly Moth! (PAUSE, THEN, ON MIKE)  
 So we crawled on and on - growing hungrier by the inch, and Fuzzy began to complain ---

102. FUZZY: (WEARILY) Wooly - my feet hurt.

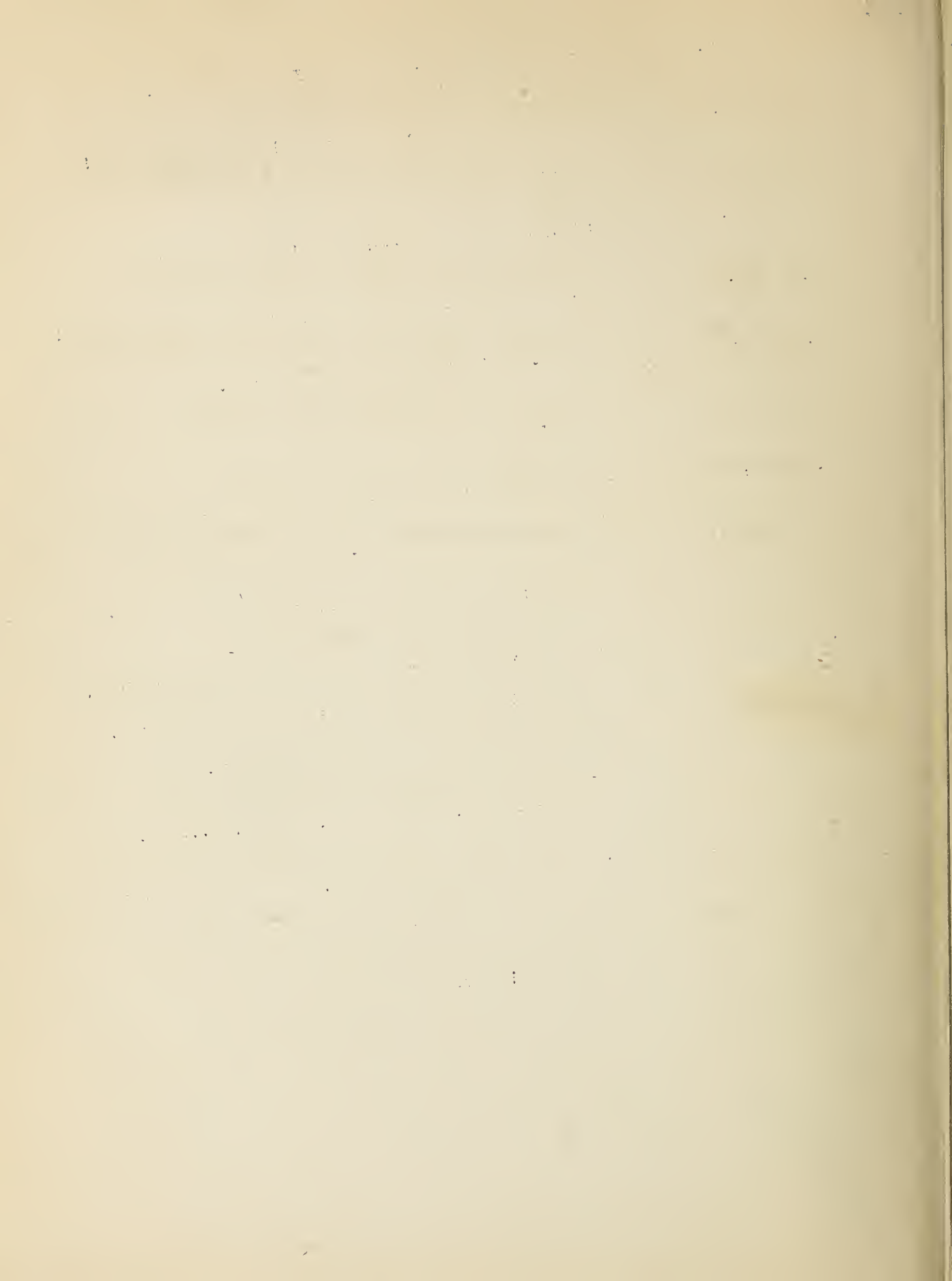


103. WOOLLY: Don't worry. We'll find some thing pretty soon...  
Hey look here!
104. FUZZY: What?
105. WOOLLY: A dress bag! You can see right through it. And if  
those aren't woolen clothes in there ---!
105. FUZZY: They are! They're just like Silly said they'd be -  
soft and luscious!
107. WOOLLY: Come on - hurry!
108. FUZZY: But this bag seems to be fastened tight too!
109. WOOLLY: I know - one of those zipper things. But maybe the  
giants didn't pull it up to the very top. There  
might be a tiny hole.---
110. FUZZY: Woolly - there is! A teeny tiny hole, but I think we  
can wiggle through it ---
111. WOOLLY: ~~Lucky we haven't had anything to eat yet, or we'd  
probably be too fat.~~
112. FUZZY: You go first.... That's it - squeeze in ---
113. WOOLLY: (MUFFLED, GASPING) Oh! Oh, Fuzzy ---!





114. FUZZY: (ALARMED) What's the matter?
115. WOOLY: I can't (SOTTO) Oh, dearie me!' (SHOUTING) Help!  
Help!
116. SILLY: (FADING IN) Fuzzy —! What's the matter?
117. FUZZY: Oh, Silly - help me get Wooly out of this dress bag!
118. SILLY: No use. He's probably gassed by now.
119. FUZZY: Gassed!
120. SILLY: Paradichlorobenzine. He was a fool to ever go in  
there.
121. FUZZY: What was that word? Para —
122. SILLY: Paradichlorobenzine - or maybe naphthalene crystals.  
They both give off a gas that's fatal to us moths.  
That's what happened to Father, you know.
123. FUZZY: Really? Oh, dear! Poor Wooly! He's .....
124. SILLY: Don't waste any tears over him. Come on with me I'm  
going to the Moth Ball.
- ~~125. FUZZY: The Moth Ball! What's that?~~



126. SILLY: ~~WELL, I don't know exactly. But Slinky the Spider says it's a wonderful affair - that it makes you forget all your troubles. And there's plenty of food there - nice thick wool blankets.~~
127. FUZZY: Oh - goody! Let's go!
128. ~~FUZZY & SILLY:~~ (FADING) I'm(Silly the Moth.  
(Fuzzy  
I like wool cloth.  
Um-yum! Here I come! Fee, fie ---
129. WOOLY: (WEAKLY, REVIVING) Fuzzy---! Fuzzy----!
130. FUZZY & SILLY: HIGH-PITCHED GIGGLING, OFF MIKE.
131. WOOLY: (DESPERATELY) Fuzzy - come back here!
132. FUZZY: GIGGLING FADES.
133. WOOLY: (ON MIKE, NARRATIVE) Well, Buddy - I guess I needn't tell you what happened. ~~Or you either, lady. You've probably both heard the song about that affair ---~~  
(SINGING) ~~"After the ball was over ...  
Many's the moth that had vanished -  
After the ball!!!"~~
134. JOHN: *Well,*  
~~And~~ how about you, wooly? You seem to have revived all right.



135. WOOLY: Yeah. Luckily, I just got my head into that dress bag and got it out in time.

136. JOHN: And then what happened?

137. WOOLY: Well, I guess my streak of luck held out, 'cause the next thing I crawled onto was your suit.

138. JOHN: Oh! A nice, tasty morsel, eh?

139. WOOLY: A whole Thanksgiving dinner! *In fact, the remnants of a whole* ~~In six delicious flavors.~~

~~140. JOHN: Six flavors ----!~~

~~141. WOOLY: On your vest. There was a spot of tomato soup for the first course. Then a gravy-flavored spot - and a bit of chocolate ice cream ----~~

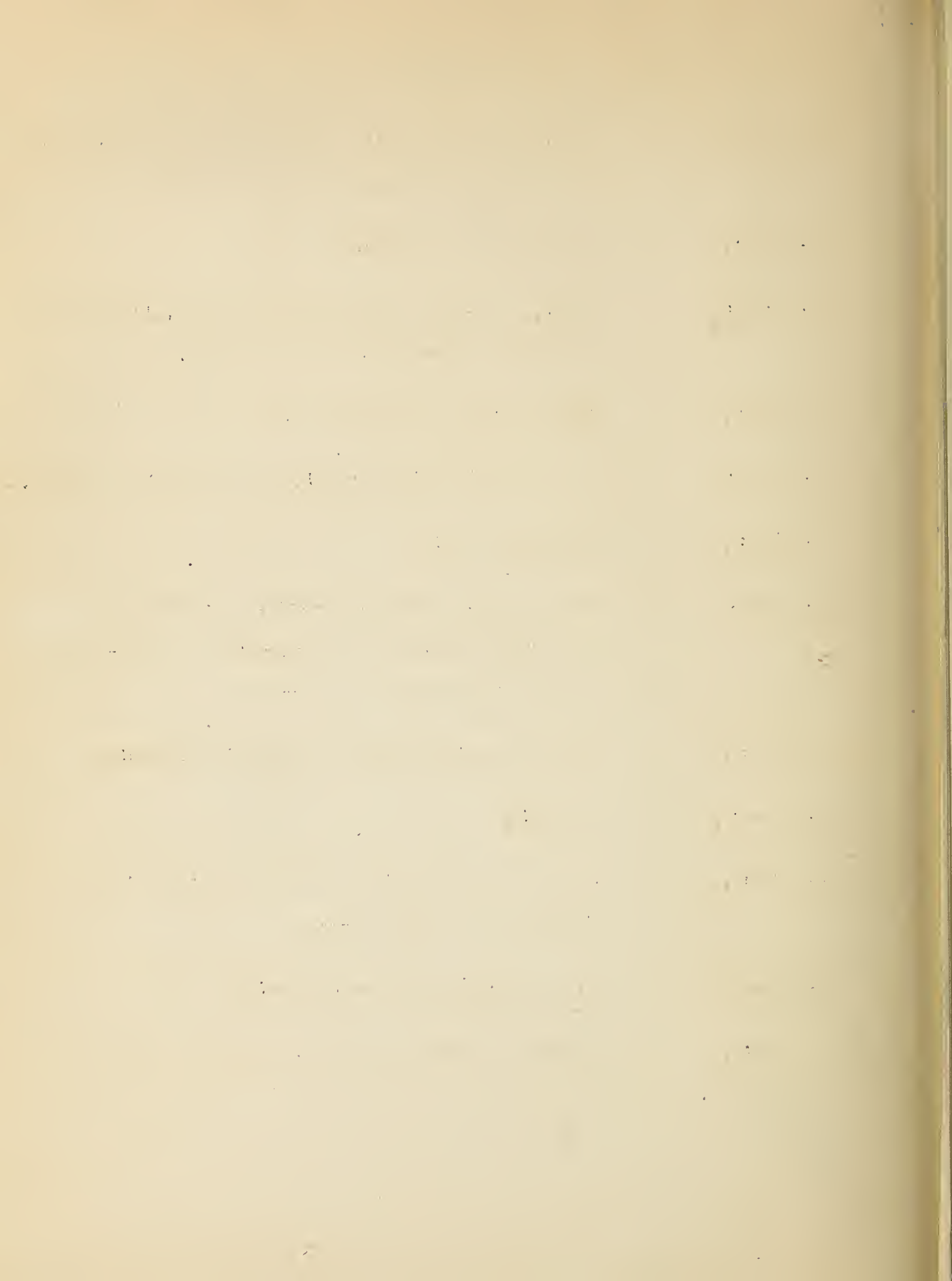
142. JOHN: Gee - guess I'd better have this suit cleaned!

143. WOOLY: Cleaned!

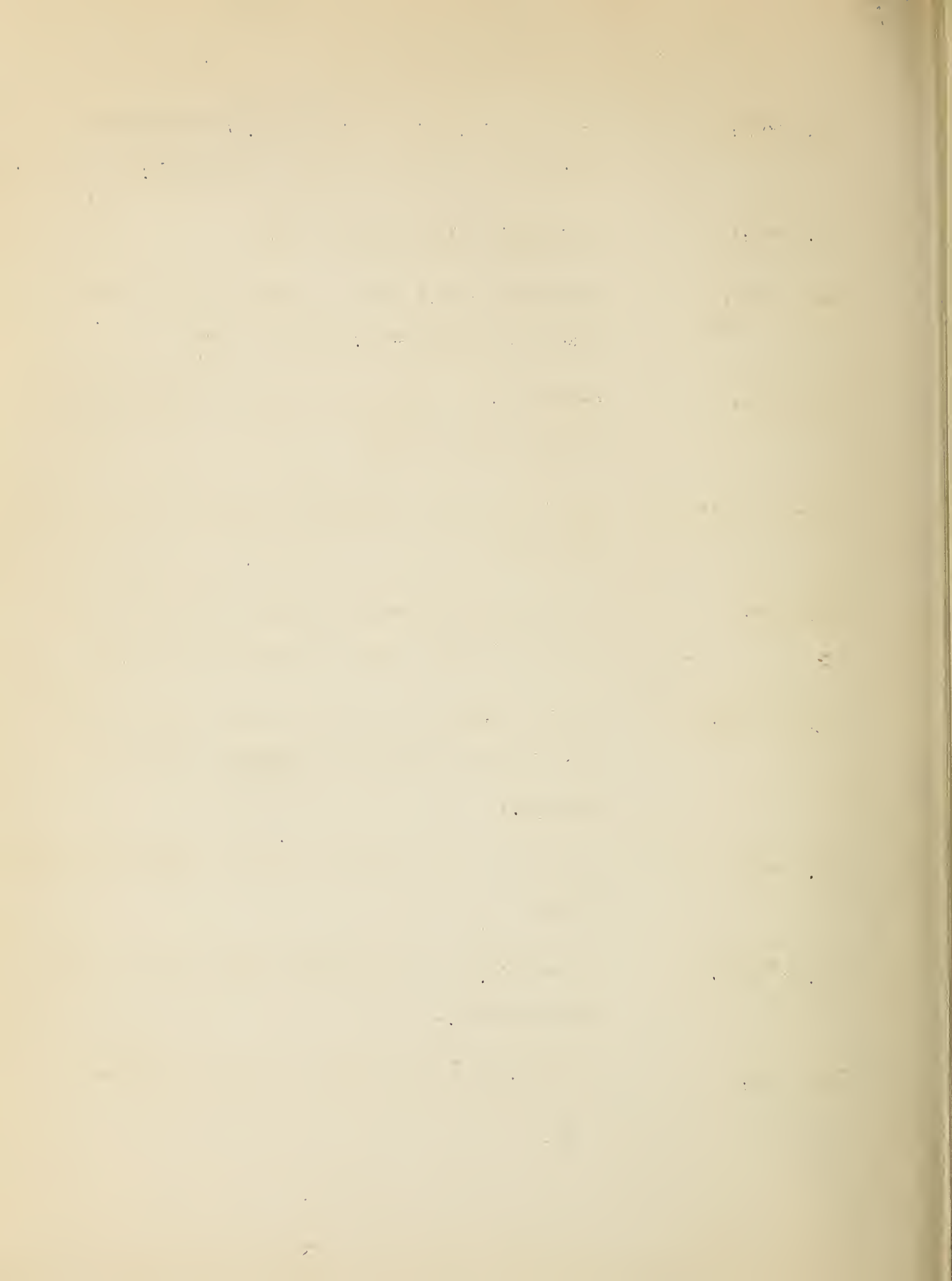
144. JOHN: Soon as this program's over. (TURNING OFF) Maybe I'd better go right now ----

145. WOOLY: (SLIGHTLY OFF) Hey - wait! Stop!

146. JOHN: (COMING BACK ON) What's the matter?



147. WOOLY: (ON MIKE) Wait till I climb down. (TURNING OFF)  
You're not going to take me to the cleaners! No sirree!
148. JOHN: (LAUGHING) Well, so long, Wooly!
149. WOOLY: (FADING) So long! I'm Wooly the Moth. (FADING) I  
like wool cloth. Um-yum! Here I come!
150. JOHN: (CHUCKLING) I thought that threat of the cleaners  
would get rid of him.
151. FREYMAN: How did you know, Johnny, that moths hate going to the  
cleaners?
152. JOHN: My Consumer Tips Card told me so. You must have a  
copy of that Tips Card - on moths. Don't you!
153. FREYMAN: Yes, I guess I have - in my household file. But I  
don't remember that it said anything about the  
cleaners.
154. JOHN: Why sure. You'd better get that Tips Card out and look  
at it.
155. FREYMAN: Guess I had! Before I start putting my woolens away  
for the winter.
156. JOHN: And here's something else you ought to have ---





157. FREYMAN:            Waht's that?

158. JOHN:                A brand new leaflet - just put out by the Bureau of  
*Human Nutrition and* Home Economics ---

159. FREYMAN:            "Take Care of the Wool You Have"---

160. JOHN:                And this leaflet will tell you just how to take care  
of it. See - there's a section here on clothes - and  
another on blankets ----

161. FREYMAN:            And rugs and carpets - draperies and upholsteries ---

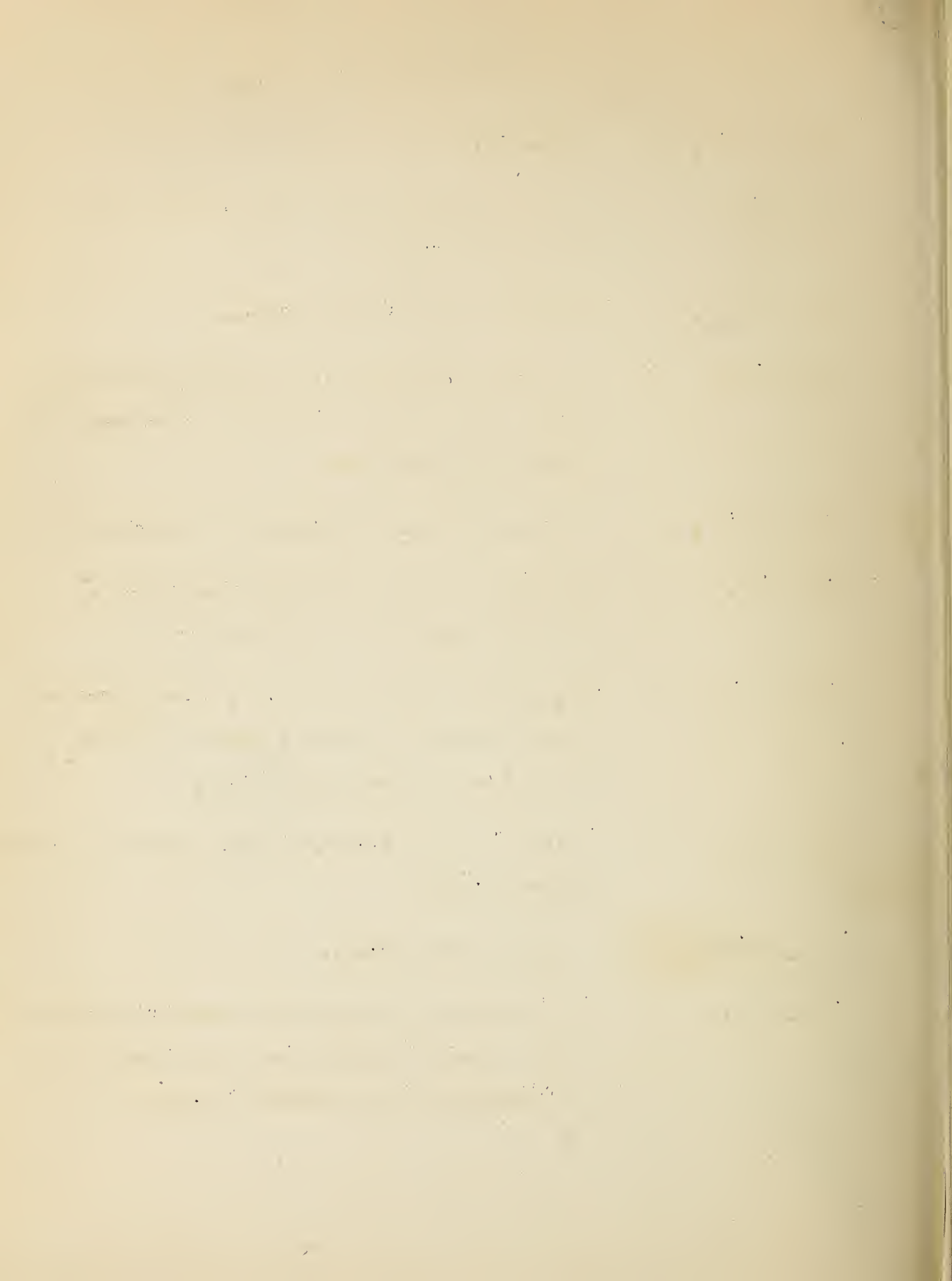
162. JOHN:                It tells how to take spots out of woolens too -  
and how to wash and press and mend them ---

163. FREYMAN:            Oh, this is a grand thing to have, Johnny. With this  
and my Consumer Tips Card - I ought to be able to make  
out woolens last through *the victory* ~~the duration~~.

~~164. JOHN:                Let's say - "Till Victory." Don't you like that better  
than "duration."~~

~~165. FREYMAN:            Yes, I do. Till Victory.~~

166. JOHN:                And it will be a victory over the enemies of clothing  
when we used the campaign plans in this leaflet and  
the ammunition on that Consumer Tips Card.



167. FREYMAN: Are you offering both of them to our listeners this week?
168. JOHN: Yes - because there might be some new listeners in our audience who don't have that Tips Card on moth control.
169. FREYMAN: ; I know my sister would like to have that - and this leaflet too. Everybody ought to have them - especially now in wartime, with woolens so precious.
170. JOHN: Well, you just give us your sister's name and address when you write in for your copies. But before we say any thing more about that, I want to put a question to Mr. Arthur C. Bartlett - Special Assistant to the Director of Food Distribution - who is with us again today.
171. BARTLETT: (FADING IN) Yes, Johnny?
172. JOHN: Well, Mr. Bartlett - you've been sitting here listening to the sad story of Woolly Moth and his undernourishment. What do you think ought to be done about it?
175. BARTLETT: Johnny - the moth is one critter whose nutritional well-being gives the Food Distribution Administration no concern whatsoever. Let 'em eat paradichlorobenzine.



174. FREYMAN: Mr. Bartlett - would it be too rude of me to come right out and ask you what you're doing here today, anyway? Of course, we're always glad to see you, but I've been wondering what clothing moths have to do with Food Distribution.

175. BARTLETT: A very reasonable question, Mrs. Freyman. And by the way of answer, I'm going to ask a question right back at you. Did you ever happen to read the President's Executive Order under which the Food Production and Distribution Administrations were set up in the Department of Agriculture?

176. FREYMAN: No, but what...?

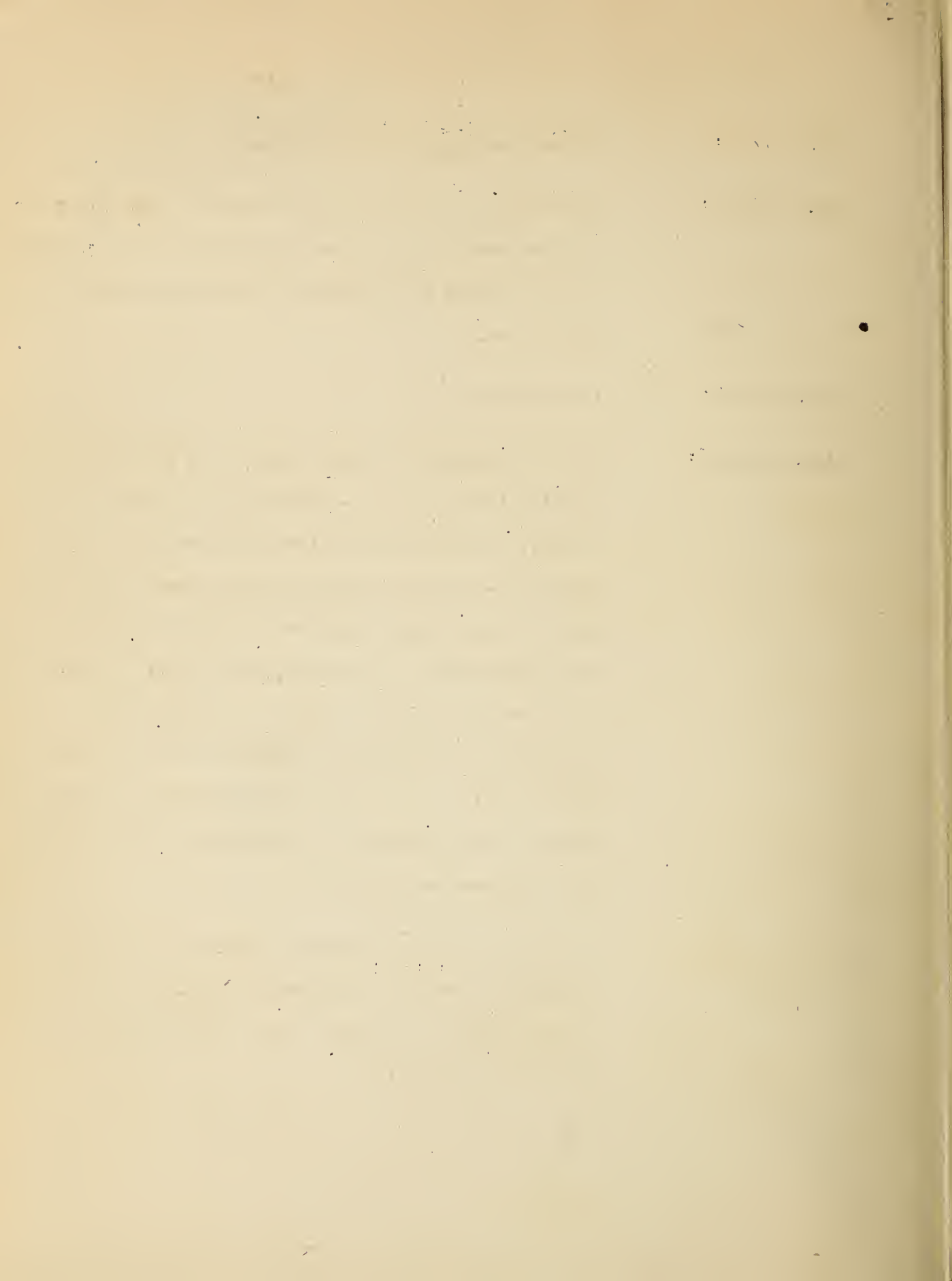
177. BARTLETT: I'll just read one sentence..."For the purposes of this Executive Order, the Term 'Food' shall also include all starches, sugars, vegetable and animal fats and oils - cotton, tobacco - wool, hemp, flax fiber, and such other agricultural commodities and products as the President may designate."

178. FREYMAN: I see.

179. BARTLETT: I guess that might be called a legal fiction, but you can see that it practically puts your dress and Johnny's suit in the category of food.



180. FREYMAN: I guess they are - for Woolly Moth.
181. BARTLETT: Apparently. At any rate, that Executive order gives us some responsibility for seeing that consumers get fibers as well as food - and that they get every possible use out of them.
182. FREYMAN: I see that now.
183. BARTLETT: You know, farmers are trying their best these days to grow the things we need - both things to eat and to wear. They're doing it with less labor and less machinery - because so many men and so much metal have gone to war. And we need even more than the farmers can possibly raise - more food, more fiber. We need it for our soldiers and sailors and marines - for our allies - for ourselves here at home. But every time we fail - here at home - to get full use of the things we buy, whether food or clothing, we're taking just that much away from the war chest.
- So it's not only good consumer sense to lick those moths now; it's also our patriotic duty. Woolly Moth <sup>really</sup> may not sound very warlike, but he's/one of Adolph Hitler's confederates.





184. FREYMAN: And I'm going to do my level best to beat him, Mr. Bartlett -- with our Consumer Tips Card as a plan of strategy.
185. BARTLETT: And paradichlorobenzene as ammunition.
186. FREYMAN: Right.
187. JOHN: For those of you who are listening in -- that big double-barreled word is spelled out on our Consumer Tips Card about moths -- so you'll know the kind of ammunition to get.
188. FREYMAN: And you were going to tell you listeners how to get that Tips Card, Johnny -- Plus the leaflet on taking care of our woolens -- free of charge.
189. JOHN: That's right, Friends. These gifts are waiting for you. All you need to send --
190. FREYMAN: I know. A penny postal.
191. JOHN: And where do you send it?
192. FREYMAN: To CONSUMER TIME -- Department of Agriculture -- Washington, D. C.
193. JOHN: And don't forget to put your name and address on it -- and the call letters of the radio station over which you heard this program.



194. FREYMAN: Should we just ask for the information on moths? *Johnny?*
195. JOHN: That's enough, and we'll send you our Consumer Tips Card as well as the leaflet about woolens. If you already have our Tips on moths in your household file, just pass this one on to your neighbor, and start her in keeping a file of handy Consumer Tips Cards.
196. FREYMAN: I'll do that, Johnny. And by the way, my neighbor and I have a request for next week's CONSUMER TIME.
197. JOHN: What's that? ~~///~~
198. FREYMAN: We want to know about the new dollars - and-cents ceilings on meats.
199. JOHN: That's something you really ought to know about, because - if you do - you can help the Government protect your pocketbook and your meat supply.
200. FREYMAN: Then will you explain to us about them next week?
201. JOHN: I certainly will. And we'll let you know just exactly what's the top price you should have to pay, for meat in your own butcher shop. •
202. FREYMAN: Oh, thanks. That'll be a big help.

